



WCPO

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ORDER

Print Date 08/06/12

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Flight Dates 07/30/12-08/03/12

Contract / Revision 303864 /

Original Date / Revision
07/05/12 08/02/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Product

Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 732

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	70	\$32,002.50	\$37,650.00	0.00
Totals	70	\$32,002.50	\$37,650.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/03/12	70	\$32,002.50	\$37,650.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	07/30/12	08/03/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	11112--	:30	6	\$150.00	P-3	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	11112--		6			\$150.00			0.00			
N 2	WCPO	07/30/12	08/03/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	11111--	:30	5	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	11112--		6			\$400.00			0.00			
N 3	WCPO	07/30/12	08/03/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	11111--	:30	5	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



WCPO

Print Date: 08/06/12

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wcpo.com
kypost.comContract / Revision **303864** Flight Dates **07/30/12-08/03/12**

Hiatus Dates

Original Date / Revision 07/05/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Crossroads GPS**Estimate # **732**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCPO	07/30/12	08/03/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	11111--	:30	5	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$600.00		0.00			
N 7	WCPO	07/30/12	08/03/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$225.00	P-8	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$225.00		0.00			
N 8	WCPO	07/30/12	08/03/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	11111--	:30	5	\$150.00	P-8	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$150.00		0.00			
N 9	WCPO	07/30/12	08/03/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$350.00		0.00			
N 10	WCPO	07/30/12	08/03/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11111--	:30	5	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$350.00		0.00			
N 11	WCPO	07/30/12	08/03/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	11111--	:30	5	\$600.00	P-3	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$600.00		0.00			
N 12	WCPO	07/30/12	08/03/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11111--	:30	5	\$850.00	P-2	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$850.00		0.00			
N 13	WCPO	07/30/12	08/03/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$1,000.00		0.00			
N 14	WCPO	07/30/12	08/03/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11112--					6	\$1,000.00		0.00			
N 16	WCPO	07/30/12	08/03/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	1111111	:30	7	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	1111---					4	\$900.00		0.00			
Totals														70	\$37,650.00